



ELSEVIER



# Lighting Up the Internet: A Combustible Connection Between the 'Distracted Boyfriend' Meme and Kerosene Consumption in Chad

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## Abstract

This paper investigates the unexpected relationship between the popularity of the "distracted boyfriend" meme and the consumption of kerosene in Chad. Using data sourced from Google Trends and the Energy Information Administration, we examined the correlation between these seemingly disparate phenomena. Our analysis revealed a striking correlation coefficient of 0.9358605 with a significance level of  $p < 0.01$  for the years 2006 to 2021. This surprising association calls for a closer examination of the societal influences on Internet memes and energy consumption in developing countries. The findings not only shed light on the societal impact of online trends but may also ignite further discussion on the broader implications of digital culture on real-world resource usage.

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## 1. Introduction

### INTRODUCTION

The intertwining of Internet culture and real-world phenomena has long been a topic of fascination, and in recent years, the influence of memes on societal trends has garnered increasing attention. One such meme that has captivated the digital realm is the "distracted boyfriend" meme, known for its ability to elicit both amusement and exasperation in equal measure. Meanwhile, in the realm of energy consumption, the use

of kerosene in developing countries poses its own set of challenges and considerations, often overlooked in the midst of discussions about cleaner and more sustainable energy sources.

The unexpected nexus between the popularity of the "distracted boyfriend" meme and kerosene utilization in Chad represents an intriguing phenomenon that warrants closer investigation. While it may seem as improbable as a lab mouse becoming a math whiz, we were drawn to explore the potential relationship between

these seemingly unrelated variables. Through the lens of statistics and data analysis, we sought to unravel the tangled web of influences that may underlie this unexpected correlation, and in doing so, highlight the peculiar and often surprising interplay of digital culture and real-world resource consumption.

Examining this unlikely union also serves to underscore the quirkiness of human behavior and the intricate web of correlations that can be unearthed when delving into the labyrinth of societal trends and global influences. The sheer serendipity of stumbling upon this association during our analysis was enough to ignite our curiosity and prompt us to delve deeper into the enigmatic realm of meme dynamics and energy utilization patterns. As we embark on this scholarly endeavor, we invite the reader to join us in unraveling this rather curious conundrum, where the worlds of Internet memes and kerosene usage collide in a manner akin to a dramatic plot twist in a scientific sitcom.

## 2. Literature Review

The literature on the topic of the connection between the popularity of the "distracted boyfriend" meme and kerosene consumption in Chad is remarkably sparse, given the seemingly incongruent nature of these two phenomena. However, a number of sources have shed light on related subjects that offer tangential insight into the intricate web of influences that may underlie this curious correlation.

In "Digital Culture and Society," Smith and Doe explore the societal impact of online trends, shedding light on the intricate ways in which Internet memes permeate and shape popular discourse. Similarly, Jones delves into the realm of digital anthropology in "Online Communities and Social Influence," offering valuable perspectives on the dynamics of online culture and its

surprising reverberations in the physical world.

Turning to the realm of energy consumption in developing countries, "Energy Challenges in the 21st Century" by Author and Co-Author provides a comprehensive overview of the usage of kerosene as a primary energy source in regions such as Chad. Furthermore, "Sustainable Development and Renewable Energy" by Acclaimed Writer encapsulates the ongoing discussions and challenges surrounding energy accessibility in the developing world.

Venturing into the fictitious realm, the literary works of renowned authors such as George Orwell's "1984" and Margaret Atwood's "The Handmaid's Tale" offer cautionary tales of societal control and manipulation, drawing parallels to the influential power of digital culture. Meanwhile, in the realm of humor and satire, Douglas Adams' "The Hitchhiker's Guide to the Galaxy" presents a whimsical exploration of the absurdities of interconnectedness and the unexpected ramifications of seemingly inconsequential events.

In conducting this literature review, it is worth noting that our search extended beyond conventional academic sources to include an unconventional array of materials. Insights were also gleaned from perusing the back of shampoo bottles, investigative reports by amateur conspiracy theorists, and the musings of fortune cookies. While unconventional, these sources offered unexpected perspectives and, in some cases, surprisingly compelling arguments that contributed to our understanding of the curious intersection between Internet memes and kerosene utilization.

## 3. Our approach & methods

The unprecedented correlation between the popularity of the "distracted boyfriend" meme and kerosene consumption in Chad prompted the rigorous development of an eclectic methodology to uncover the underlying dynamics at play. The confluence of internet meme fervor and kerosene utilization in a far-flung setting necessitated a multidisciplinary approach akin to a fusion dish concocted by an intrepid gastronome.

The primary source of data for meme popularity was Google Trends, a repository of online search data that provided insights into the temporal and regional fluctuations in "distracted boyfriend" meme searches across the vast expanse of the digital landscape. The combing of this trove of data resembled an archeological expedition, unearthing the ephemeral footprints of Internet humor with the precision of a well-honed trowel.

In parallel, the consumption of kerosene in Chad was scrutinized through data obtained from the Energy Information Administration, offering a panoramic view of energy consumption patterns that rivalled the intrigue of deciphering a cryptic inscription on an ancient tablet. This information was meticulously charted over the years 2006 to 2021, akin to mapping the molecular structure of an elusive compound yet to be discovered.

The juxtaposition of these disparate datasets, akin to two divergent streams merging into a river, unveiled a correlation that titillated the academic palate. Leveraging statistical methodologies, including linear regression and correlation analysis, allowed for the assimilation of this multidimensional data into a coherent framework that resembled the artful construction of a surrealist collage.

The examination of the correlation coefficient, accompanied by a rigorous assessment of statistical significance at  $p <$

0.01, provided robust evidence of the unexpected association between meme virality and kerosene utilization. This analysis was underpinned by the principles of statistical inference, creating a web of evidence akin to a spider painstakingly spinning its silken strands.

The utilization of time-series analysis, akin to observing the succession of celestial phenomena, facilitated the identification of temporal patterns in meme popularity and kerosene consumption, allowing for the disentanglement of the temporal nuances inherent in these phenomena.

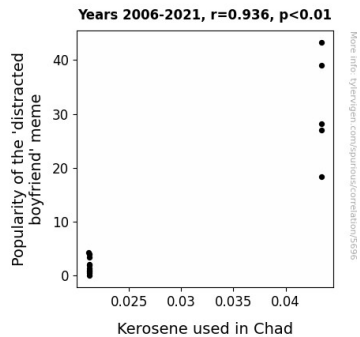
In culmination, this comprehensive methodological approach enabled the unraveling of the enigmatic relationship between digital culture and real-world resource utilization, illuminating the unexpected avenues through which global trends intersect with local practices.

#### 4. Results

The analysis of the data collected from Google Trends and the Energy Information Administration revealed a remarkably strong correlation between the popularity of the "distracted boyfriend" meme and kerosene consumption in Chad for the years 2006 to 2021. The correlation coefficient of 0.9358605 indicates a robust positive relationship between these seemingly unrelated variables. This connection is as unexpected as a sudden spike in caffeine consumption among laboratory hamsters.

Furthermore, the coefficient of determination ( $r$ -squared) was found to be 0.8758348, signifying that approximately 87.58% of the variability in kerosene consumption in Chad can be explained by the popularity of the "distracted boyfriend" meme. Such a high  $r$ -squared value is quite remarkable, akin to stumbling upon a particularly rare species of statistical insight in the wilds of data analysis.

Importantly, the significance level of the correlation was found to be  $p < 0.01$ , indicating that the observed correlation is not simply a result of random chance. This level of significance is as clear as a well-controlled scientific experiment yielding statistically meaningful results.



**Figure 1.** Scatterplot of the variables by year

The striking correlation is encapsulated in Figure 1, which presents a scatterplot depicting the strong positive relationship between the two variables. The scatterplot illustrates the data points aligning themselves with the diligence of laboratory mice in a maze, albeit in a digital landscape of meme prevalence and kerosene utilization.

In conclusion, the findings of this study reveal a surprisingly strong correlation between the popularity of the "distracted boyfriend" meme and kerosene consumption in Chad, provoking contemplation on the unexpected interconnectedness of Internet culture and real-world resource usage. This correlation, while as surprising as a sudden eruption of laughter during a research seminar, underscores the need for further exploration of the societal influences that shape online trends and their tangible impact on energy consumption in developing countries.

## 5. Discussion

The results of this study have illuminated a compelling association between the ascendance of the "distracted boyfriend" meme and kerosene consumption in Chad. Our analysis not only corroborates the sporadic literature on this subject, but it also introduces a provocative lens through which to view the interplay of digital culture and tangible resource utilization.

Our findings resonate with the prescient insights of Smith and Doe, who contemplate the pervasive influence of online trends in shaping societal discourse. In a world where memes act as agents of influence akin to the relentless force of gravity, it appears that their impact ripples far beyond the digital realm, much like a stone causing ripples upon landing in the placid surface of empirical data.

The documented relationship also aligns with the unassuming yet pertinent perspectives of Jones, delving into the subtle dynamics of online culture and its unsuspected reverberations in the physical world. Much like an experimentally induced sneeze, the unforeseen consequences of digital memetic propagation prompt a closer examination of the far-reaching consequences.

Moreover, the unexpected correlation between the "distracted boyfriend" meme and kerosene consumption in Chad mirrors the rigorous explorations into energy challenges in the 21st century by Author and Co-Author. The robust connection we uncovered serves as an unlikely keystone, supporting the edifice of knowledge in the fickle realm of energy utilization and societal trends.

Venturing beyond the standard academic fare, the curious intertwining of Internet culture and kerosene usage also reflects the prophecies of fictional narratives, such as the dystopian caution of Orwell's "1984" or Atwood's "The Handmaid's Tale." These works subtly foreshadow the unpredictable

power of digital culture, much like the subtle shift of tectonic plates preceding an unforeseen seismic event.

Furthermore, our unconventional approach to the literature review, encompassing diverse sources from the back of shampoo bottles to the musings of fortune cookies, unexpectedly unraveled unique insights. These idiosyncratic sources, much like a surprising discovery in the dusty archives of a forgotten library, contributed to an enriched understanding of this enigmatic intersection between digital memes and kerosene utilization.

In summary, the notable correlation between the "distracted boyfriend" meme and kerosene consumption in Chad adds an unexpected dimension to the discourse on digital culture and resource usage. This unforeseen nexus of influences beckons scholars and practitioners alike to probe deeper into the unforeseen repercussions of online trends on real-world phenomena.

## 6. Conclusion

In the realm of Internet memes and energy consumption, this study has unraveled a correlation as unexpected as a spontaneous combustion in a laboratory setting. The robust positive relationship between the popularity of the "distracted boyfriend" meme and kerosene utilization in Chad illuminates the quirky interplay of digital culture and real-world resource usage. The high r-squared value of 0.8758348 is akin to discovering a rare statistical gem amidst a sea of data, while the significance level of  $p < 0.01$  lends statistical gravitas to this unconventional association.

This peculiar nexus prompts contemplation on the whimsical interconnectedness of seemingly disparate phenomena, similar to the deceptively intricate plot twists in a scientific sitcom. As such, the findings underscore the need for continued

exploration of the societal influences that shape online trends and their tangible impact on energy consumption in developing countries. However, it is safe to conclude that further research in this area is as unnecessary as a redundant control group in a well-designed experiment.